



Bicycles hang from the ceiling at the new Target store so customers will know what is in stock.

## Target to open in East Houston



Dave Lane

The seventh Houston Target Store opens tomorrow at Interstate 10 and Federal Road.

The new 100,000-square-foot store incorporates contemporary design inside and out, utilizing the company's latest energy conservation devices and programs. A bright orange stripe on the floor guides shoppers around the store, taking them to every major department.

The self-service store has 80 different departments, including women's, men's and children's apparel, automotive repair, parts and accessories, sporting goods, health and beauty aids, toys and housewares. All departments are distinctly marked with overhanging signs suspended from the ceiling.

The newest Target also has a snack bar, 20 checkout lanes for customer convenience and parking for approximately 550 cars.

Several new concepts in the Target chain are combined in the new store to better service customers. These include:

■ A "ring and bag" checkout service. Cashiers have undergone special training to operate the "touch-key" registers. While ringing up the merchandise, the cashier automatically bags it, saving about 15 to 20 percent of the time it previously took.

■ A glass-enclosed pharmacy that keeps the pharmacist in the shopper's view. Revolving shelves have been designed so the pharmacist does not have to leave the customer and go searching for the required medication in a storeroom.

■ Mass merchandise displays which feature items that used to be only in the stockroom. These displays provide added convenience for the self-service customer.

■ All wearing apparel racks are marked with large tags indicating the department and separating the clothing by size in each department.

Target also has the only toy department in the country that stocks only toys

approved by the federal government's consumer testing labs. Every toy sold is first tested for safety before it is placed on the shelf, eliminating any toys with potential hazards.

Managing the new store is Dave Lane. He is the former manager of the South Loop Target store in Houston, having joined the company in 1962. Prior to managing the South Loop store, Lane was stores inventory manager for Target at its headquarters office.

Other members of the East Houston store's management team also have previous experience in the city's Target stores. Glenn Gary, merchandise manager, comes from the Sharpstown store; Dan Duprat, operations manager, comes from the Humble store; and Vance Murphy, receiving manager, comes from Target's district office in Houston where he was warehouse coordinator.

Target Stores is experiencing strong growth and the I-10 store is part of the company's accelerated expansion, according to Norman H. McMillan, vice president of market and strategy planning.

"One of the main reasons for Target's success is its insistence on meeting the demand of young families for high quality merchandise at low prices. Target offers a no-frills, straight-forward shopping environment designed for shopping simplicity to save customers time as well as money," McMillan said.

He added that Target Stores has backed up its responsiveness to customer's concerns with straight-forward advertising, a policy of guaranteed refunds and adjustments and product testing of merchandise carried out at testing laboratories in Boston.

The new store is open from 9:30 a.m. to 10 p.m. Monday through Saturday.

Target Stores, the largest division of the Minneapolis-based Dayton Hudson Corporation, operates 60 stores in 10 central states—from Minnesota south to Texas.



A large counter is utilized by the camera, record and tape departments to provide more efficient service to customers at the newly opened Target store on I-10 at Federal Road.

### MONTGOMERY WARD Automotive center.

Sale prices good through Wednesday, September 13th, except where designated.

#### Road Guard Light Truck.

Low as **\$42** 8.00-16.5 tubeless blackwall; plus \$3.25 f.e.t.

TUBELESS BLACKWALL SIZE	PLY RATING	EVERYDAY LOW PRICE EACH	PLUS P.E.T. EACH
G78-15	6	\$43	3.24
H78-15	6	\$48	3.49
8.00-16.5	6	\$42	3.25
8.00-16.5	8	\$50	3.42
8.75-16.5	8	\$60	3.92
9.50-16.5	8	\$70	4.46

TUBE TYPE  
7.50-16 8 **\$54** 3.64  
NO TRADE IN NEEDED

**Fast, Free Tire Mount**  
We will mount free and have ready to roll in n. Low-cost when financing available

Installed free.

**42**

Sizes to fit most US cars  
Free cable inspection.

GET AWAY 42—exchange prices

Type	Cold Crank Amps	Reg. Price	Sale Price
22F, 72	300	43.95	38.88
24, 24F, 74	350	43.95	38.88
27	430	43.95	38.88

**Save 5.07**

**Our Get Away 42 is maintenance free.**  
It's designed to need no exchange more water! Housed in a tough polypropylene case.  
**3888** Reg. 43.95  
Wards batteries start at 26.95 exch. Type 22F, 72.

Wards offers low-cost professional installation

**Engine tune-up.**  
For most US cars Labor only. **2588** 6-cyl. cars.  
We'll install points, plugs, condensers and rotor. Check PCV valve and air filter. Set dwell then tune engine.

**Let Wards experts rustproof your car.**  
compacts **5988**  
Full-size cars, **69.99**  
Vans, wagons, **79.88**  
Call for appointment

**Wheel alignment for most US cars.**  
Labor only. **1488**  
Increase tire life We check camber, caster, toe and front end



The new glass-enclosed pharmacy is designed with revolving shelves that the pharmacist in the customer's view while filling the prescriptions.

Montgomery Ward intends to have every item we advertise available during the full period of our sale. If an advertised item (other than a stated "Limited-in-Quantity," "Clearance," or "Special Buy" item) is not available, we will at our option offer you a substitute item of equal or greater value at the advertised price or place a "raincheck" order for the item at the advertised sale price.

**NORTHLINE**  
cross timbers at n. freeway  
932-2564

**PASADENA**  
s. shaver at spencer hwy.  
932-2164

**SHAR**  
belleaire bl  
932

**BAY**  
gulf fwy. at  
932